

## CERTIFICATE OF MAILING UNDER 37 C.F.R. §1.8

I hereby certify that this correspondence is being deposited with the United States Postal Service, with sufficient postage, in an envelope addressed to: Mail Stop Issue Fee, Commissioner for Patents, P. O. Box 1450, Alexandria, VA 22313-1450, on the below date:  
Date: March 3, 2005 Name: James P. Naughton Signature: James P. Naughton

BRINKS  
HOFFER  
GILSON  
& LIONE

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Appln. of: Charles McElfresh, et al.

Appln. No.: 09/285,929

Filed: April 2, 1999

For: METHOD AND SYSTEM FOR OPTIMUM  
PLACEMENT OF ADVERTISEMENTS ON A WEB  
PAGE

Examiner: Sanjiv Shah

Art Unit: 2176

Attorney Docket No: 9623/418

Mail Stop Issue Fee  
Commissioner for Patents  
P. O. Box 1450  
Alexandria, VA 22313-1450

## TRANSMITTAL

Sir:

## Attached are:

☒ Transmittal Letter (in duplicate); Fee Transmittal (in duplicate); Submission of Formal Drawings; Formal Drawings (7 sheets which include Figs. 1-7); \$1409 Check.

☒ Return Receipt Postcard

## Fee calculation:

☐ No additional fee is required.

☐ Small Entity.

☐ Recordal of Assignment fee in an amount of \$40.

☒ Fees in the amount of \$ 1409 for the Issue Fee (\$1400) and Extra Copy Fees (\$9).

☐ An additional filing fee has been calculated as shown below:

					Small Entity			Not a Small Entity	
	Claims Remaining After Amendment		Highest No. Previously Paid For	Present Extra	Rate	Add'l Fee	or	Rate	Add'l Fee
Total		Minus			x \$25=			x \$50=	
Indep.		Minus			x 100=			x \$200=	
First Presentation of Multiple Dep. Claim					+\$180=			+\$360=	
					Total	\$		Total	\$

## Fee payment:

☒ A check in the amount of \$1409 is enclosed.

☐ Please charge Deposit Account No. 23-1925 in the amount of \$ . A copy of this Transmittal is enclosed for this purpose.

☐ Payment by credit card in the amount of \$\_\_\_\_\_ (Form PTO-2038 is attached).

☒ The Director is hereby authorized to charge payment of any additional filing fees required under 37 CFR § 1.16 and any patent application processing fees under 37 CFR § 1.17 associated with this paper (including any extension fee required to ensure that this paper is timely filed), or to credit any overpayment, to Deposit Account No. 23-1925.

Respectfully submitted,


James P. Naughton  
James P. Naughton (Reg. No. 30,665)

March 3, 2005

Date

Date of Deposit

Name of applicant, assignee or  
Registered Representative

  
Signature  
March 3, 2005  
Date of Signature

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Group Art Unit No.: 2176

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